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Automotive News®

July 9, 1990

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65th year—$65.00 per year, $2.00 per copy

4% price hike seen for 1991; summer games mask impact

By Michelle Krebs
and John K. Teahen Jr.
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors is expected to report a price increase of nearly 4 percent when it introduces its 1991 cars. If Ford Motor Co. and Chrysler Corp. fall in line, the domestic industry's hike will be higher than in recent years.

And the hike would be even greater had it not been for some fancy summertime footwork by each of the Big 3.

Domestic automakers have raised prices on 1990 vehicles to soften the blow of hefty price hikes expected on 1991 models. They have even raised prices on some 1991 models already on sale.

The price increases also ensure, if there were any doubt, that incentives will stick around. The Big 3 apparently are building incentives into their sticker prices these days.

Industry executives acknowledge that 1991 model prices will probably increase by a higher percentage than in recent model years, except for the big bump for passive restraints on 1990 models.

Higher materials costs, continued expense associated with installing passive restraint systems mandated by the government and additional standard equipment have pushed prices higher.

But by instituting small price increases on 1990 models in the waning days of the 1990 model year — less than three months before the new season begins — the automakers will be able to make the price hikes on 1991 models look less severe.

Some dealer sources predict that price increases on 1991 models will be just under 4 percent, which is below the 4.8 percent rate of inflation. A 4 percent price increase would amount to about $650 for General Motors and about $600 for Ford Motor Co. and Chrysler Corp.

General Motors, which made no public announcement of its latest increase, raised prices an average of $83, or 0.5 percent, on cars and light trucks, effective July 2. Car hikes ranged from $65 on intermediate models like Chevrolet Lumina and Oldsmobile Cutlass Supreme to $165 on Cadillac DeVille. GM also increased destination charges by $10 a vehicle on most models, following a $20 increase in the spring.

Chrysler Corp.'s increases range from $60 on Dodge Daytona and most Chrysler LeBarons to $160 on Chrysler Fifth Avenue and Imperial. Plymouth Voyager and Dodge Caravan minivan prices rose $118. Chrysler did not give an average. Destination charges went up $30 on Chrysler Fifth Avenue and Imperial and $15 on most other lines.

Two weeks earlier, Ford Motor Co. raised prices of most of its cars and trucks. The car increase averaged $49, or 0.3 percent, and the range was $58 to $123. Ford didn't reveal the average increase of its trucks.

see PRICES, page 44

CONDITION REPORT: GUARDED

First-half totals down 8% despite late June spike

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Sales of domestically produced vehicles, buoyed by a strong General Motors performance, rose in the last 10 days of June, but not enough to push sluggish first-half totals ahead of last year.

Industry car and truck sales for the first six months of 1990 totaled 7,263,702 units, down 8.39 percent from the first half of 1989.

Sales of U.S.-built cars for the last 10 days of June were up 11.88 percent; U.S.-made truck sales were up 12.69 percent.

Yet, sales of U.S.-produced cars and trucks for the first six months of 1990 remained off 3.63 percent from the year-ago levels.

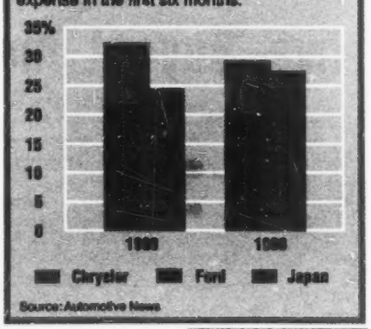
The end-of-June sales spike surprised analysts, but they don't expect it to last.

"Although sales in June may have ratcheted up a notch after a poor spring selling season, we don't foresee any further signifi-

see SALES, page 43

Japan gains share

Bars illustrate how Japan has gained car market share at Ford's and Chrysler's expense in the first six months.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

AUTOMOTIVE NEWS/JOE WILSENS

1990 Honda Accords line the lot at Mitchell Honda/Buick, Mt. Clemens, Mich. For the first half of 1990, Accord sold 203,281 copies, nearly 37,000 more than last year at the same time.

Analysts' prognosis: Sluggish sales

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

The Bush Administration's nod to new taxes could mean tough sledding for the auto industry for the rest of the year and into 1991 if marginal car buyers sit tight.

"The consumer confidence index has been flat, but more recently it is down," said Jean-Claude Gruet, analyst with New York-based UBS Phillips & Drew. "There is concern about the economy over the next few quarters. The marginal consumer is waiting, playing it safe and saving."

Auto analysts forecast sluggish car sales over the next six months with interest rates dipping slightly and consumers edgy over the prospects of tax hikes.

For the most part, analysts are sticking fairly close to sales predictions they made earlier in the year.

The spread between 10 analysts surveyed by *Automotive News* is a low of 14.1 million units to a high of 14.6 million cars and trucks.

The consensus among analysts is that Toyota and Honda will finish the year clear victors in the bout for more market share. Subaru and Hyundai are pegged as losers.

"Toyota is the big winner with its Lexus division," Gruet said.

But he said West German imports including Volkswagen, Audi and Mercedes have performed surprisingly better than expected.

"The luxury car market was the best performing segment in 1989 and again this year," Gruet said. "The West German manufacturers as a group are up 2 percent."

Among domestics, analysts contend GM will have the biggest gains, led by its Chevrolet division.

Ford Motor Co. is expected to end the year down slightly with Chrysler the big loser.

see FORECAST, page 42

Ford testing dealer-only incentives

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is test marketing dealer-only rebates on selected Mercury car lines in New York, New Jersey and the six New England states.

The results of the program may determine if across-the-board dealer rebates have a future with Ford, which has used them selectively in recent years.

The program began June 23 and expires July 31.

Ford spokesman Bill Carroll said Lincoln-Mercury Division is giving dealers $300 to $1,500 on 1989 and 1990 Cougar, Topaz and Sable models, based on performance against quota.

No across-the-board customer rebates are offered on those cars in New York, New Jersey or New England from June 23 to July 31. Those buying on Ford's A, X and Z plans (employees, retirees and suppliers) are eligible for a $1,000 rebate on those cars in those states.

"We're testing to see what works," Carroll said.

Neither Ford nor L-M has ever used dealer rebates on their products on a across-the-board basis, Carroll said.

Dealers say they like the program, but it is too early to tell how the program is working.

"Giving the rebate to the dealer helps the consumer get a better trade-in, but it's six of one, half a dozen of another," said a large New England L-M dealer.

Currently, all three domestic manufacturers and eight importers are using dealer incentives. The imports are Audi, Hyundai, Isuzu, Nissan, Saab, Subaru, Suzuki and Toyota.

Oldsmobile went to dealer-only incentives in late 1989 but has slowly backed down and now offers consumer rebates on some models.

see REBATE, page 42

NEWSPAPER

Acura customers still happiest
For the fourth straight year, Acura customers are most pleased with their cars and dealers, according to J.D. Power. Story on Page 6.

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Mitsubishi seeks own spotlight

By Cleveland Horton
CRAIN NEWS SERVICE

Chrysler Corp. Chairman Lee Iacocca earlier this year gave Mitsubishi Motor Sales of America a public, unsolicited endorsement.

In the first commercial of the "Advantage: Chrysler" corporate campaign, Iacocca says: "Two cars come off the same assembly line, in the same American plant. A Japanese nameplate goes on one, an American nameplate goes on the other, and people prefer the Japanese version."

Most people familiar with the automobile industry assumed Iacocca was referring to the cars from Diamond-Star Motors Corp. in Illinois, a joint venture between Chrysler and Mitsubishi Motors Corp., the U.S. Mitsubishi company's parent. Cars assembled at the plant become either Mitsubishi Eclipses, Plymouth Lasers or Eagle Talons, and the Eclipse has consistently outsold its Chrysler cousins.

Iacocca's commercial points up the loosening ties between Chrysler and Mitsubishi, and the latter's growing marketing prowess.

The No. 3 domestic automaker has been importing Mitsubishis and selling them as Dodges and Plymouths since the early 1970s, and as Eagles since Chrysler bought American Motors Corp. in 1987, but Mitsubishi established its own U.S. marketing arm in late 1981 and has slowly been building up its franchise.

Although small by auto industry standards, Mitsubishi is gearing up to dislodge Mazda, the No. 4 importer behind the Japanese Big 3: Toyota, Honda and Nissan.

With 1989 U.S. vehicle sales of 150,476, Mitsubishi still has a long way to go to match Mazda Motor of America, which recorded sales of 341,917 for the same period.

But Christopher Cedergren, director of competitive assessment at J.D. Power & Associates, believes Mitsubishi is putting a dealer organization in place and

see MITSUBISHI, page 41

CHARLES KRASNER

"Many (dealers) want to keep their first one for themselves," says Rick Case of Rick Case Acura in Fort Lauderdale, Fla., of the NSX sports car.

NSX: *Dealers bet near-exotic Acura will fetch premium prices*

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Some Acura and exotic-car dealers are willing to pay $10,000 or more above list price for the upcoming 270-horsepower NSX sports car.

The 3.0-liter V-6 will go on sale next month for $55,000 to $60,000, Acura has said.

Anticipation of the new Acura flagship has led some dealers to bet demand will push prices up higher once the car debuts.

Rick Case of Rick Case Acura in Fort Lauderdale, Fla., has advertised that he will pay $10,000 above sticker — to no avail: "No dealer wants to part with the car because they don't know how many they're going to get."

Case says he's taken orders, and $5,000 deposits, from 12 customers. He says Acura hasn't told dealers what kind of allocation to expect, except that each of the 300 dealers will get at least one. About half of the first-year production of 5,000 is earmarked for the U.S. market.

Physician Freeman Clark of Memphis, Tenn., is on a waiting list to get an NSX in August or September. He's been advertising his promised car at $33,000 over sticker for two weeks and received 15 to 20 calls.

Acura spokesman Mike Spencer views the speculation as a Catch-22: "It's exciting that people are willing to spend thousands over sticker for the car just based on what they've read and its reputation, but it can turn around and bite you if dealers gouge customers and incur ill will down the road."

Some dealers are taking a more cautious approach. Scott Young, a partner at Crossroads Acura in North Hollywood, Calif., says: "I don't know how many I'm going to get, how much they're going to cost, so I don't think it's right to take anyone's money until those questions can be answered."

Ford reorganizes heavy truck staff

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Heavy Truck Operations has undertaken a reorganization of its marketing and product planning staff.

Among several executive appointments, James D. Whyte, former plant manager of Ford's Louisville, Ky., truck plant, replaced William Clay Ford Jr. as heavy truck engineering and manufacturing manager.

Ford, 32, was named director of business strategy for the Ford Automotive Group in March.

Kenneth F. Smith, general operations manager, heavy truck, Truck Operations, said the changes, effective July 1, were aimed at sharpening Ford Truck Operations' focus on customers and future product programs.

Smith said Ford has not allocated additional money to expand its staff, but structurally reorganized to take better advantage of the people it has.

About a year and a half ago, Ford Truck Operations put its engineering and assembly operations under one management to strengthen their relationship.

Now, Ford wants to have more contact with customers, including both dealers and fleet accounts, and to increase customer input into major new programs Ford is developing, Smith said.

Therefore, the company has expanded key marketing department operations for heavy trucks.

Whyte

Smith

Merrifield

Adamson

- John H. Merrifield, former heavy truck sales manager, is heavy truck sales and marketing general manager.
- N. J. Adamson, formerly manager of the heavy truck planning office, is manager of the heavy truck product and marketing plans office.

Whyte, Merrifield and Adamson report directly to Smith.

Reporting to Adamson are sev-

see TRUCK STAFF, page 42

Europe's new plants

Location of assembly plants planned, being considered or widely rumored for construction before 1995. Includes plants that will be substantially expanded.

1. Valenciennes, France (Sevel)
*2. Ghent, Belgium (expansion, Mitsubishi-Volvo)
3. Graz, Austria (Chrysler-Steyr)
4. Esztergom, Hungary (Suzuki)
5. Szentgotthard, Hungary (GM)
6. Bratislava, Czechoslovakia (Toyota)
*7. Eisenach, Germany (GM)
8. Zwickau, Germany (VW)
9. Rastatt, Germany (Mercedes)
*10. Saarlouis, Germany (expansion, Ford and VW)
*11. Seville, Spain (Ford-VW)
12. Martorell, Spain (VW)
13. Barcelona, Spain (Nissan-Ford)
14. Pomigliano d' Arco, Italy (expansion Sevel)
15. Val di Sangro, Italy (expanded, Sevel)
16. Sarajevo, Yugoslavia (expanded, VW)
17. Sunderland, England (expanded, Nissan)
18. Burnaston, Wales (Toyota)
19. Swindon, England (Honda)
20. Warsaw, Poland (FSO)
21. Bielsko-Biala, Poland (FSM)

* under consideration

AUTOMOTIVE NEWS / CHARLOTTE WINTER, CHRISTINE BEEVER

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65th year—No. 5348

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AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Europeans wrestle with overcapacity

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Alarms about critical overcapacity in the European auto industry are sounding at the same time that six large producers are scrambling to build more cars.

The contradiction in the world's largest new-car market reflects automakers' struggles to meet demand without giving up a valuable political argument that could be used to limit Japanese growth for several years.

The capacity issue is sensitive, and, according to industry analysts, almost unquantifiable. But Ford Motor Co. Chairman Harold Poling said recently that the European industry currently has about 2.2 million units of excess capacity — without counting the expected wave of Japanese transplants and new production in Eastern Europe.

Some industry observers believe political maneuvering at the European Commission headquarters in Brussels, Belgium, over how to contain the Japanese share in a borderless Europe is obscuring the capacity situation in a market that has grown steadily since the mid-1980s.

New-car sales in 17 Western European countries topped 13.4 million units last year and are still holding up. Japan, limited in several countries, has about 11 percent of the market.

The capacity issue is frustrating the Japanese, who now face the prospect of having transplant volume counted toward a European import ceiling that could be in place into the next century.

"It's pure bull," says Moriharu

see CAPACITY, page 41

Survey says Acura customers are happiest

Industrywide Customer Satisfaction Index rises in Power survey; VW leaps 12 spots

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — For the fourth straight year, Acura customers are the most satisfied in the nation.

But U.S. customers are happier with their vehicles and their dealers than they were a year ago, according to J.D. Power and Asociates' latest Customer Satisfaction Index. Each of 18 nameplates listed by the market research firm improved on last year's scores and the industry average increased.

J.D. Power publicizes only nameplates that score above the industry average. Mitsubishi, Volkswagen and Lincoln climbed onto the list, and Hyundai fell off.

Second-place Mercedes-Benz and third-place finisher Toyota both had 10-point increases on the index and closed the gap on Acura. Toyota bumped Honda out of third, and Cadillac crept into the fourth spot. Even though Honda improved its 1989 score by three points, it dropped from third place to fifth.

Nissan improved its score but remained in sixth place, another indication of improved customer satisfaction industrywide. Buick went from 10th to seventh, where it shares a spot with Subaru. Porsche jumped 11 points to ninth place after sitting in 15th last year. BMW and Mazda stuck together again, although this time the two shared 10th place, not eighth.

Volkswagen and Mitsubishi finished in 14th place along with Plymouth and Mercury. VW's 17-point gain was the biggest in the industry and moved it 12 positions from 26th place last year. Mitsubishi motored up from 21st.

J.D. Power sends out 100,000 questionnaires to new owners of cars and trucks after about 12 months of ownership. About 35 percent of those responded.

The 1990 customer satisfaction index reports on 1989 model-year products. Power's initial quality survey, on the other hand, deals with the first 60 to 90 days of ownership and focuses on current model-year cars and trucks.

David Whiteside, publisher and editorial director of *The Power Report*, said the firm announced this year's index about a month earlier than usual to prevent leaks to the press.

"In light of the apparent sieve there is for this information, we've decided it's time to take command of our information and get it out to the press almost simultaneously with presenting it to our clients," he said.

1990 CAR CSI: ABOVE AVERAGE MAKES

(1990 index for 1989 model year cars)

Rank '90	Rank '89	Make	Index '90	Index '89
1	1	Acura	154	147
2	2	Mercedes-Benz	148	138
3	4	Toyota	144	134
4	5	Cadillac	142	131
5	3	Honda	140	137
6	6	Nissan	135	128
7	10	Buick	130	123
7	7	Subaru	130	126
9	15	Porsche	129	118
10	8	BMW	127	125
10	8	Mazda	127	125
10	12	Audi	127	121
13	12	Volvo	126	121
14	11	Plymouth	124	122
14	15	Mercury	124	118
14	N/A	Mitsubishi	124	N/A
14	N/A	Volkswagen	124	N/A
18	N/A	Lincoln	122	N/A
		Total Industry	**122**	**118**
		Average of other makes	**111**	**109**

SOURCE: J. D. Power & Associates

Quality rises 6% in Power survey; Cressida rated tops

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The Asians have again easily won the U.S. quality crown, but domestic and European automakers are making the biggest improvements.

That's the essence of the latest initial quality survey from J.D. Power and Associates, an Agoura Hills, Calif., research firm.

Buick ads tout ranking, Page 28

The industry as a whole showed a 6 percent improvement in the number of reported problems in the first 60 to 90 days of 1990 car ownership. The average fell to 142 problems per 100 cars from 151 in 1989.

Among individual models, Toyota's Cressida claimed the title as the most trouble-free. Mazda scored with the most trouble-free truck (the pickup) and was the leading truck nameplate.

The Asian import nameplates, long the standard-bearers in producing top-quality vehicles, posted 121 problems per 100 cars for the second straight year. Problems among domestic brands fell 6 percent from 162 to 153 per 100 cars, and European nameplates dropped from 203 to 181, an 11 percent improvement.

"The domestics and Europeans had a lot more room to make up," said George Peterson, president of AutoPacific Group, a Newport Beach, Calif., auto research firm. "There's just no Japanese schlock out there, and there are still some pretty rough American cars being sold."

Indeed, the Japanese placed seven of the top 10 car nameplates. Lexus and Infiniti, the two widely touted luxury nameplates, lived up to their promise by placing first and fourth, respectively. Lexus trumpeted its crown in a two-page *Wall Street Journal* last week that mused, "And to think a year ago we weren't on anyone's list."

Lexus, Mercedes-Benz, Toyota and Infiniti were the first nameplates ever to log fewer than 100 problems per 100 cars.

General Motors' Buick Division was the highest-ranking domestic brand. Buick jumped into 5th place, with 113 problems per 100, and moved ahead of Honda, Nissan and Acura. The Buick LeSabre was the sixth most trouble-free model. It actually fell four places in the standings despite having seven fewer defects in the 1990 score, demonstrating that top quality is a moving target.

Power does not release nameplates that fall below the industry average. But a copy of the full report published in *The Detroit News* and *Free Press* last month listed the Chevrolet Camaro as the single most problem-prone car and Hyundai as the nameplate with the most problems.

While car quality appears to have risen, the compact truck segment seems to be moving in reverse. The 1990 results show a fleet of new trucks with 181 problems per 100, 12 more than last year. Even No. 1 Mazda had a marked increase in reported problems. Last year, Mazda led the pack with 83 problems per 100 trucks; this year, there were 115.

In the Power survey, the Japanese placed seven of the top 10 car nameplates.

Toyota, No. 2, had an even steeper increase, from 93 last year to 130.

Faring better were compact sport-utilities, which as a group bettered their initial quality survey rating by 23 points, from 217 problems per 100 in 1989 to 194. Domestic makes were entirely responsible for that improvement, while import sport-utilities had an increase in reported problems.

In the compact van segment, the result was just the reverse. Imports bettered their record by 17, falling from 148 problems per 100 to 131. The domestics on the other hand, had 45 more problems per vehicle this year than last, up from 177 to 222.

J.D. Power said that small sample sizes kept such nameplates as Saab, Porsche, Sterling, Yugo, Peugeot, Isuzu, Suzuki, Daihatsu and Alfa Romeo off the 1990 list.

J.D. Power's list of the second 10 most trouble-free models contained eight Japanese and three U.S. autos. The cars and their problems per 100 defects were: Toyota Supra (100), Lexus ES250 (101), Buick Century (101), Pontiac 6000 (102), Mitsubishi Galant (104), Acura Legend (105), Nissan Stanza (108), Infiniti M30 (109), Honda CRX (109), Honda Accord (114), Ford Crown Victoria (114).

INITIAL QUALITY, CARS

Rank '90	Rank '89	Makers (by nameplate)	Problems per 100 '90	Problems per 100 '89
1	n/a	Lexus	82	n/a
2	2	Mercedes-Benz	84	103
3	1	Toyota	89	101
4	n/a	Infiniti	99	n/a
5	7	Buick	113	121
6	5	Honda	114	112
7	4	Nissan	123	111
8	6	Acura	129	120
9 (tie)	19	BMW	139	174
9 (tie)	8	Mazda	139	133
11	11	Lincoln	140	142
		Industry average	**142**	**151**
12	-	Audi	141	192
13	-	Mercury	146	134
14	-	Oldsmobile	148	142
15	-	Subaru	150	159
16	-	Mitsubishi	153	160
17	-	Cadillac	154	145
18 (tie)	-	Ford	157	154
18 (tie)	-	Pontiac	157	188
20	-	Geo	158	179
21 (tie)	-	Volvo	163	180
21 (tie)	-	Plymouth	163	158
23	-	Chevrolet	165	194
24	-	Dodge	173	189
25	-	Eagle	174	207
26	-	Chrysler	180	160
27	-	Volkswagen	194	174
28	-	Jaguar	204	246
29	-	Hyundai	230	178

SOURCE: *The Detroit News and Free Press* and *Automotive News*. J. D. Power does not release this information to the public.

THE TOP 10 CARS

Rank '90	Rank '89	Model	Problems Per 100 '90	Problems Per 100 '89
1	7	Toyota Cressida	63	96
2	17	Mercedes-Benz E-Series	71	106
3	5	Toyota Camry	72	92
4	n/a	Lexus LS400	74	n/a
5	6	Mercedes-Benz S-Class	76	93
6	2	Buick LeSabre	82	89
7	1	Nissan Maxima	89	83
8	n/a	Infiniti Q45	91	n/a
9	2	Toyota Corolla	94	89
10	n/a	Mazda Miata	99	n/a/

SOURCE: J.D. Power & Associates

THE BOTTOM 10 CARS

Model	Problems per 100 '90
Chevrolet Camaro	317
Pontiac Firebird	290
Oldsmobile Custom Cruiser	260
Buick Reatta	253
Buick Estate Wagon	244
Subaru Justy	242
Hyundai Excel	238
Cadillac Brougham	237
Volkswagen Golf	236
Chrysler LeBaron Coupe	227

SOURCE: *The Detroit News and Free Press*. J. D. Power does not release this information to the public.

INITIAL QUALITY, TRUCKS

Rank '90	Rank '89	Nameplate	Problems per 100 '90	Problems per 100 '89
1	1	Mazda	115	83
2	2	Toyota	130	93
3	7	Nissan	147	158
4	4	Ford	148	149
5	3	Mitsubishi	159	146
6	11	Suzuki	164	197
7	11	Geo	166	197
8	5	Isuzu	176	156
		Industry average	**161**	**169**

SOURCE: J.D. Power & Associates

THE TOP 10 TRUCKS

Rank '90	Rank '89	Model	Problems per 100 '90	Problems per 100 '89
1	1	Mazda Pickup	95	73
2	5	Mazda MPV	118	112
3	3	Mitsubishi Pickup	122	105
4	2	Toyota Pickup	124	84
5	9	Ford Bronco II	130	133
6	6	Toyota 4Runner	137	114
7	21	Suzuki Samurai	141	174
8	11	Chevrolet S10 Pickup	143	137
9	4	Ford Ranger	145	110
10	15	Nissan Pickup	147	155

SOURCE: J.D. Power & Associates

Class action seeks cash, removal of Jeep CJs from road

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — A national class action seeking to take all Jeep CJ vehicles off the road because of alleged "life-threatening" design defects has been filed in a state court in Maryland.

The suit seeks full refunds for some 350,000 current CJ owners, plus punitive damages from defendants Chrysler Corp., Chrysler Motors Corp., American Motors Corp., Renault, Jeep Eagle Corp., and Jeep Eagle Sales Corp.

The suit is brought by Trial Lawyers for Public Justice, a public interest firm loosely affiliated with Ralph Nader which uses more than 700 top plaintiffs' trial lawyers to bring precedent-setting litigation.

Associated law firms are Kohn, Savett, Klein & Graf of Philadelphia; and Levan, Schimel, Richman, Belmon, Abramson and Scanlan of Columbia, Md.

Trial Lawyers claims Chrysler and AMC/Jeep have known for more than 10 years that the CJ-5 and CJ-7 have design defects and have participated in a conspiracy to conceal the truth from consumers. Trial Lawyers executive director Arthur H. Bryant says the defendants "valued profits over lives and ought to be held accountable."

Production of Jeep CJs stopped in 1986, and Chrysler and AMC have denied any defect. But the National Highway Traffic Safety Administration, which continues to track problems, counts more than 150 fatalities each year from rollovers involving CJs.

Two weeks ago groups including Public Citizen, Center for Auto Safety, and the Institute for Injury Reduction asked NHTSA to recall all CJ Jeeps.

The suit notes that last January, Public Citizen accused Chrysler and AMC/Jeep of a coverup and that on June 1, ABC's *20/20* program revealed internal memos and alleged company knowledge of a dangerously high center of gravity, a failure-prone shackle pin and an inadequate roll bar.

The Trial Lawyers suit charges breach of warranty, violation of the consumer protection laws, fraud, conspiracy, concert of action, misrepresentation and nondisclosure and negligent failure to recall.

Ford kills Geo fighter based on new Escort

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co.'s product planning ax fell again last week as the company officially killed a 2+2 derivative of the new Escort/Tracer.

The car, which was scheduled to arrive in Ford showrooms in the 1992 model year, was designed to compete with the Geo Storm. Engineers would have shortened the Escort/Tracer wheelbase. Planners felt the sporty, 2+2 market could be covered with the company's present lineup of Capris and Escort GTs.

Vehicle cost and weight, which have killed previous product programs, were not a factor in canceling the CT20-S, according to those close to the project.

"It just didn't make cycle planning sense," said a source close to the project.

Supplier sources said planning volume for the car could have reached 40,000 to 50,000 annually.

The CT20-S joins the 1991 all-wheel-drive Thunderbird, PN38 flexible truck platform and the Jaguar F-type and AC Ace sports cars in Ford's future-product graveyard.

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Country	Trade	March 1989	March 1990	Annualized trade April 1988-March 1989	Annualized trade April 1989-March 1990
Japan	from U.S.	$ 29,720	$ 53,980	$ 304,363	$ 405,164
	to U.S.	2,064,391	1,973,778	23,310,506	22,254,019
Canada	from U.S.	877,539	913,704	8,028,270	7,645,657
	to U.S.	1,593,651	1,976,835	16,963,872	18,390,039
Mexico	to U.S.	119,683	74,934	1,229,292	1,281,091
West Germany	to U.S.	559,172	658,977	6,308,525	5,077,061
South Korea	to U.S.	216,599	65,677	2,428,078	1,182,153
Sweden	to U.S.	165,353	217,716	1,849,475	1,587,851
Yugoslavia	to U.S.	0	0	48,718	164
United Kingdom	to U.S.	111,783	87,189	970,071	898,968
Italy	to U.S.	24,464	28,715	155,045	278,924
France	to U.S.	6,817	130	171,981	35,080
Brazil	to U.S.	14,384	6,347	315,225	251,650
Others	from U.S.	228,275	342,916	1,293,074	2,688,063
	to U.S.	63,769	60,351	451,353	472,780
Car and truck total	from U.S.	1,135,534	1,310,600	9,625,707	10,738,884
	to U.S.	4,940,065	5,175,645	54,202,140	51,709,784
VEHICLE TRADE BALANCE		(3,804,531)	(3,865,045)	(44,576,433)	(40,970,900)
Car total	from U.S.	936,163	1,145,798	7,640,941	9,070,869
	to U.S.	4,160,840	4,429,933	47,020,426	43,710,061
CAR TRADE BALANCE		(3,224,677)	(3,284,135)	(39,079,485)	(34,639,192)
Truck total	from U.S.	199,371	164,802	1,984,766	1,688,015
	to U.S.	779,225	745,712	7,181,714	7,999,723
TRUCK TRADE BALANCE		(579,854)	(580,910)	(5,196,948)	(6,331,708)
TOTAL U.S. Merchandise trade	from U.S.	31,058,200	33,277,200	334,231,700	373,012,800
	to U.S.	39,976,900	41,723,000	448,224,600	479,511,000
TRADE BALANCE		(8,918,700)	(8,445,800)	(113,992,900)	(106,498,200)

Exports take bite out of auto trade deficit

WASHINGTON — The U.S. automotive trade deficit in passenger cars and light trucks continued to show improvement in March, falling 1.6 percent.

"The auto industry did more than its part to improve the U.S. trade balance in March, as it has for the last year," said John Hammond, a managing partner of J.D. Power & Associates, a market research firm in Agoura Hills, Calif.

During the last 12 months, the deficit has fallen 8.1 percent, to $40.97 billion. The March improvement came on the strength of a 15.4 percent jump in the value of exports, according to the latest figures released by the U.S. Commerce Department.

But Hammond noted that despite the improvement, auto imports outstripped exports by about four to one and that U.S. automakers have "a long way to go to be in balance."

The number of vehicles exported in March increased 9.9 percent compared to the same period one year ago, rising to 112,057 units. The number of imported vehicles fell 3.9 percent for the month to 442,903 units.

The value of U.S. vehicle exports to Japan was up 81.6 percent. Vehicle shipments to the countries classified as "others" by the Commerce Department — most of them European — were up 50.2 percent in value.

On the import side, the value of Japanese shipments fell 4.4 percent. Shipments from South Korea were down 69.7 percent.

The value of imports also declined from Mexico (37.4 percent), the United Kingdom (22.0 percent), France (98.1 percent) and Brazil (55.9 percent). Yugoslavia shipped no vehicles to the United States.

The United States exported 922,918 vehicles in the 12-month period ending in March 1990. Nearly three in four were sent to Canada.

Mercedes adds entry-level 190 to 1991 lineup

Base price of 190E 2.3 sports sedan is $28,050.

MERCEDES-BENZ FOR 1991

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
190E 2.3	104.9	175.1	66.1	56.6	2,987	2.3-liter I-4	rwd	4-dr.

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The 190E 2.3 sports sedan is the first 1991 Mercedes-Benz model for the United States.

The sedan, which went on sale in June, is essentially the same as the 190E 2.3 that was dropped from the U.S. lineup in October 1988.

INTRO 1991

At $28,050, it is the only car in Mercedes' U.S. lineup that is priced below $30,000. And its overhead-cam, 2.3-liter engine is the only four-cylinder in Mercedes' U.S. product range.

Standard equipment includes a driver's side air bag, anti-lock brakes and four-wheel disc brakes.

The engine produces 130 horsepower at 5,100 rpm and 146 pounds-feet of torque at 3,500 rpm. Top speed on the test track is 122 mph for the manual and 119 mph for the $28,950 automatic. Zero-to-60 mph is achieved in 11.0 seconds for the manual and 10.8 seconds for the automatic. Mileage ratings are 20 mpg city/28 mph highway for the manual and 20 mpg city/26 mpg highway for the automatic.

The exterior has been changed since 1988 by the addition of lower-body side moldings, deeper front air dam and rear valence, restyled bumpers and new front and rear suspension settings that reduce the car's overall height.

Interior changes include an improved air conditioning system, redesigned seats, increased rear-seat knee room and height-adjustable front shoulder belts.

CANADIAN CAR AND TRUCK SALES

North American cars	May 1990	May 1989	5 mos., 1990	5 mos., 1989
General Motors	30,070	37,946	124,831	149,522
Ford	17,316	23,224	66,845	83,737
Chrysler	13,124	16,334	50,717	58,448
Honda	3,316	2,180	13,867	11,605
Hyundai	626	0	2,558	0
Volvo	370	377	1,396	1,630
North American car total	**64,822**	**80,061**	**260,214**	**304,942**
Import cars				
Toyota	9,982	9,632	34,444	34,473
Honda	6,417	6,321	27,846	21,888
Volkswagen	3,806	2,430	14,316	10,886
General Motors	3,412	3,350	10,145	12,999
Mazda	2,963	3,243	13,020	11,692
Nissan	2,706	2,774	10,304	11,390
Hyundai	1,866	2,485	7,027	11,115
Chrysler	1,271	2,543	6,351	10,475
Suzuki	750	747	3,426	2,975
Subaru	653	506	2,987	2,171
Mercedes-Benz	436	406	1,782	1,670
BMW	402	440	1,517	1,955
Ford	362	1,089	2,648	4,189
Volvo	238	306	1,049	1,223
Jaguar	120	180	520	748
Saab	105	102	382	595
Lada	60	81	271	285
Peugeot	13	41	42	96
Import car total	**35,562**	**36,676**	**138,077**	**140,825**
TOTAL — ALL CARS	**100,384**	**116,737**	**398,291**	**445,767**
North American trucks (including vans)				
GM	14,314	20,086	64,120	73,763
Ford	13,697	15,213	56,198	63,213
Chrysler	9,385	12,336	41,667	46,586
North American truck total	**37,396**	**47,635**	**161,985**	**183,562**
Import trucks (including vans)				
Toyota	2,026	1,465	7,805	6,590
Mazda	1,867	2,062	7,696	7,736
Nissan	1,295	1,254	6,217	5,367
General Motors	933	925	4,913	3,826
Suzuki	739	724	3,131	3,000
Chrysler	210	235	936	1,209
Volkswagen	130	88	357	268
Lada	18	26	68	92
Import truck total	**7,218**	**6,779**	**31,123**	**28,088**
TOTAL — ALL TRUCKS	**44,614**	**54,414**	**193,108**	**211,650**
TOTAL — CARS, TRUCKS	**144,998**	**171,151**	**591,399**	**657,417**

Canadian sales skid continues

Car-truck total down 15% in May, 10% through five months

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian new-car and truck sales continued their decline in May.

Total sales of cars and trucks, imported and North American-built, fell 15.3 percent to 144,998. Sales through the first five months of the year were down 10.0 percent from a year ago.

Each of the Big 3 suffered with their North American-built cars. Ford of Canada was down 25.44 percent; General Motors slipped 20.76 percent; and Chrysler Canada dropped 19.65 percent.

Import car sales fell 3.0 percent. One notable exception was Volkswagen, which racked up a solid 56.6 percent monthly gain and a 31.5 percent advance for the first five months of the year.

Overall domestic and imported car sales were down 14.01 percent.

As in the past, Canada's high interest rates — the prime rate is 14.75 percent — were identified as the chief culprit in the sagging sales. "With continued high interest rates, we anticipated further softening of the automobile market," said Bill Atkinson, GM's vice president of marketing.

Total truck sales were down 18.0 percent. That broke down to a 21.5 percent slide on the North American-built side and a 6.5 percent gain for the imports. With 31,123 sales through May, imported trucks were 10.81 percent ahead of last year's total.

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Diamond-Star begins Mirage/Summit output

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

The Eagle model is selling at a slower pace than last year, while the Mitsubishi version has increased sharply.

After an eight-month postponement, Diamond-Star Motors Corp. will begin building the Mitsubishi Mirage and Eagle Summit this week.

Plans call for a gradual increase in production through year-end. About 200 will be assembled this month, 800 in August and 1,500 in September.

The company has not determined what the output will ultimately be, a Diamond-Star spokeswoman said. "It's really now up to the market to determine how many we produce," she said.

The car will also continue to be shipped from Japan, where two-door hatchback and four-door sedans are built. Diamond-Star will build only the four-door model.

A third product could be added at Diamond-Star, a 50-50 joint venture between Mitsubishi Motors Corp. and Chrysler Corp. in Normal, Ill.

The plant was designed to produce up to five different vehicles simultaneously, with a total capacity of 20,000 units a month, or 240,000 annually. It is currently building about 13,000 units a month of one sports coupe — the Mitsubishi Eclipse/Plymouth Laser/Eagle Talon.

The remaining 7,000 units of monthly capacity are not likely to be consumed by the Mirage/Summit, the spokeswoman said.

The Mirage/Summit is selling at a combined rate of about 7,240 units a month — about 5,880 Mirages and 1,360 Summits.

The Eagle model is selling at a slower pace than last year, while the Mitsubishi version has increased sharply. From Jan. 1 to June 10 of this year, Eagle sold 6,810 Summits, down from 9,709 during the same period last year. Mitsubishi sold 29,396 Mirages through the end of May, up from 7,380.

Production of the Mirage/Summit was originally scheduled to begin at Diamond-Star last November. At that time, the manufacturer announced a half-year postponement, saying it would instead devote more resources to producing the Eclipse/Laser/Talon.

The current production level of 13,000 to 14,000 Eclipse/Laser/Talon a month is higher than originally planned.

Shortly before the original November launch date, Diamond-Star also completed a second-shift hiring at the plant, six months ahead of schedule.

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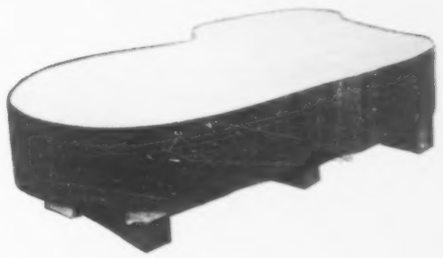

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AROUND THE WORLD

West Europe sales continue climb

New-car sales rise 3% in May; volume up 1.6% over last year

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe continued at a record pace in May despite almost universal predictions of imminent decline.

Sales in 17 markets climbed 3 percent to 1,216,500 units during the month, according to estimates compiled by *Automotive News*.

European new-car volume for the first five months of 1990 was 6,124,100, up 1.6 percent over last year. The full-year total in 1989 was a record 13.4 million.

The Volkswagen and Fiat groups continued neck and neck at the top of the heap, with VW-Audi-Seat holding a slim advantage through five months.

VW group sales in the five-month period totaled 926,700, equal to a 15.1 percent share of the market and an improvement of 5.5 percent in volume. Fiat Auto S.p.A, including Fiat, Alfa Romeo, Lancia-Autobianchi and Ferrari, came in at 910,500, a 1.7 percent increase over last year and a 14.9 percent share.

Capacity limits still constrain Peugeot S.A., General Motors and Ford Motor Co. Third-place Peugeot was 0.4 percent above last year's total at 796,100 units and held a market share of 13 percent. GM was fourth at 725,000, up 3.5 percent. GM's market share was 11.8 percent.

Ford, slowed by strikes in Britain earlier this year, was at 710,500 through May, an increase of 0.8 percent and an 11.6 percent share. Sixth-place Regie Nationale des Usines Renault S.A. held 10.3 percent of the European market through May on sales of 628,400, a 1.3 percent gain.

Mercedes-Benz and BMW were down slightly. Mercedes was off just under 1 percent at 191,600, a 3.1 percent market share in Europe. Rival BMW declined 4.4 percent to 168,500, a 2.8 percent share.

Japanese carmakers combined held a 10.9 percent market share through the first five months on sales of 669,700, a gain of 3.2 percent.

Though Nissan sales were down 6.6 percent to 167,600 through May, it remained the top Japanese make in Europe with a 2.7 percent slice of the market. Toyota followed at 155,600, a 4.2 percent gain over last year and a 2.5 percent share.

Mazda is picking up steam in Europe. Sales this year spurted nearly 15 percent to 119,400, a 1.9 percent share in the first five months and 6,100 cars ahead of faltering Volvo. Volvo sales dropped 6 percent to 113,300 during the period.

Among national markets, West Germany surged more than 15 percent to 286,000 units in May, pulling its year-to-date total up 4.9 percent to 1,310,700. Italian sales slipped 1.1 percent to 221,000 for the month, though Italy was still 3.3 percent ahead of last year at 1,154,300 for five months.

French sales rose 17 percent to 198,000 in May and 8 percent for the full year to 1,037,700. But the British market is reeling from high interest rates. Sales were off nearly 10 percent to 923,400 for the first five months of 1990 following a 13 percent drop to 173,900 in May.

The Spanish market also continues to suffer, with sales down nearly 10 percent in May to 89,000 units. Volume in Spain was off 8.6 percent for the year to 443,300.

EUROPEAN SALES

Manufacturer	5 Months 1990	1990 share*	5 Months 1989	% change (%) '90 vs. '89
Volkswagen	926,700	15.1	878,600	+ 5.5
Fiat Auto**	910,500	14.9	895,200	+ 1.7
Peugeot S.A.***	796,100	13.0	793,100	+ 0.4
General Motors****	725,000	11.8	700,700	+ 3.5
Ford†	710,500	11.6	704,900	+ 0.8
Renault	628,400	10.3	620,200	+ 1.3
Mercedes-Benz	191,600	3.1	193,300	– 0.9
Rover	176,600	2.9	181,800	– 2.9
BMW	168,500	2.8	176,200	– 4.4
Nissan	167,600	2.7	179,400	– 6.6
Toyota	155,600	2.5	149,300	+ 4.2
Mazda	119,400	1.9	104,000	+14.8
Volvo	113,300	1.8	121,300	– 6.6
Mitsubishi	74,700	1.2	73,900	+ 1.1
Honda	66,700	1.1	60,500	+10.2
Lada	46,200	0.8	52,200	–11.5
Suzuki	43,000	0.7	39,500	+ 9.0
Others	103,700	1.7	100,900	+ 2.8
Total	6,124,100	100.0	6,025,000	+ 1.6

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	5 Months 1990	Pct. change vs. 1989
Germany	1,310,700	+ 4.9
Italy	1,154,300	+ 3.3
France	1,037,700	+ 8.0
United Kingdom	923,400	– 9.6
Spain	443,300	– 8.6
Netherlands	274,400	+ 2.5
Belgium-Luxembourg	252,900	+11.8
Switzerland	159,500	+ 3.6
Austria	141,400	+10.3
Sweden	113,200	–15.5
Portugal	84,700	– 8.2
Finland	72,200	–18.5
Ireland	46,300	+12.1
Greece	43,400	+42.7
Denmark	40,100	+ 4.7
Norway	26,600	+23.8
Total	6,124,100	+ 1.6

Hungary's bankrupt bus maker to reorganize; may go private

By Richard W. Bruner
STAFF CORRESPONDENT

BUDAPEST, Hungary — Ikarus, the state-owned bus maker, will reorganize under bankruptcy proceedings and probably will emerge as a privately held company.

A spokesperson for the government's Ministry of Industry and Commerce hinted that the Central European Development Corp. could be a major contender for stock ownership.

The corporation is headed by Marcus H. Palmer, former U.S. ambassador to Hungary, and Ronald Lauder, heir to the Estee Lauder cosmetics and fashion empire. Central European Development Corp. has proposed a corporation that would include employee ownership.

Ikarus says it has obtained orders worth $100 million from Western buyers. It also expects to benefit from next year's change to accounting in dollars rather than rubles in its trade with the Soviet Union and Eastern Europe.

Ikarus' troubles grew out of the government's suspension of all export agreements that dealt in rubles. When the embargo went into effect in January, the surplus was 250 million rubles, which amounted to an open-ended interest-free loan to Eastern Bloc nations, especially the Soviet Union.

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Ford, Olds, imports rev up incentives

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co., Oldsmobile and several importers announced new or adjusted incentive programs last week.

Ford's buyer incentive on 1989 and 1990 trucks, which was scheduled to end July 9, has been extended until Aug. 8. Rebates are: Aerostar, $600; Bronco II and Bronco, $1,500; Ranger, $1,000; and F series and Econoline/Club Wagon, $600.

Oldsmobile added a $1,500 consumer incentive on 1990 88 Royale models until Aug. 2 in the following zones: Charlotte, New England, New York, Washington, Chicago, Kansas City, Minneapolis, St. Louis, San Francisco and Los Angeles.

Cadillac's customer incentive pays $1,500 on DeVille, Fleetwood and Brougham and $2,000 on Eldorado and Seville until Sept. 26.

Audi of America is paying dealers $1,500 on its 100-series models until Sept. 10.

Mitsubishi Motor Sales of America is paying rebates to customers and dealers until Aug. 31. Payments vary by regions.

Customer rebates are $1,000 to $2,000 on Galant, $500 to $1,200 on Mirage, $750 to $1,000 on two-wheel-drive pickups and $2,000 on Sigma, Montero and 4wd pickups.

Dealer rebates are $500 to $2,000 on Galant, $200 to $1,200 on Mirage, $250 to $750 on 2wd pickups, $2,000 on Sigma, $500 on Eclipse and Montero and $250 on 4wd pickups.

Subaru of America is offering customer rebates of $1,200 on 1990 Loyale wagons with automatic transmission and $800 on all other Loyales. The rebate is $1,000 on 1989-90 Justy ECVT and $500 on other 1989-90 Justys.

Also, Subaru dealers earn rebates on Legacys: $2,500 on L+ sedans with automatic transmission, $2,000 on base and LS sedans and wagons with five-speed or automatic and $1,500 on other Legacys. The programs expire Oct. 2.

American Isuzu Motors is paying its dealers rebates on 1990 pickups and Troopers, based on the number sold: 1 to 20 units, $700; 21 to 40, $900, and 41 and above, $1,100.

After selling 10 4x4s, dealers receive an additional $100 on every pickup sold. The program expires Sept. 30.

Toyota Motors Sales U.S.A. is offering factory-to-dealer incentives on some cars and trucks through Sept. 4. Dealers earn $200 to $1,000 on 1989 and 1990 Tercels and Corollas and $400 to $1,200 on Camrys. On trucks, the rebate is $700 to $1,400 on base models and $300 to $1,000 on others.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Grand Caravan, Grand Voyager, Town & Country	$500	July 17
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	July 9
Tempo	$250	July 9
Topez, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	July 31
Grand Marquis	$1,000	July 9
Continental, Mark VII	$600-$1,000	July 9
Ford Motor Co. (1989-1991 models)		
Crown Victoria, Grand Marquis	$100-$500 based on number sold*	July 9
*$200 extra on each sale if dealer meets Escort/Tracer sales quota.		
General Motors (1990 models)		
Buick Estate Wagon	$1,000	Aug. 2
Corvette	$2,000-$4,000 based on sales	July 9
Chevrolet Geo, Celebrity	$500-$1,000	July 9
Geo Tracker	$1,000	July 9
Oldsmobile Cutlass Supreme, 88, Custom Cruiser, 98	$750-$1,250, based on sales	Aug. 2
Pontiac Firebird	$500	Aug. 2
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai Excel (1989-90)	$200, quota	July 10
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
*Quotas apply on Eclipse and 2wd pickups in some regions.		
Nissan (1990 models)		
Sentra, Stanza	$300-$1,500	Aug. 2
Trucks	$1,000	Aug. 2
Axxess	$1,000-$1,500	Aug. 2
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	July 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1989-90 models)*		
Swift	$400-$2,000	Aug. 2
Samurai	$1,000	Aug. 2
Sidekick	$1,000-$2,500**	Aug. 2
*Customer rebate or dealer rebate; dealer's choice. **$3,000 in California		
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4

Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.

REBATE

FROM PAGE 1

According to a letter to L-M dealers, "the current environment" for rebates and discounts has become confusing and inflexible for customers and dealers. The regional dealer rebate program is designed to be simple and to allow the dealer to tailor promotions to the local market.

Each dealer has been given an objective for combined Topaz, Cougar and Sable sales. For cars sold up to 30 percent of quota, the dealer receives $300 per unit. The rebate is $500 for sales from 31 to 75 percent of quota; $900 for sales from 76 to 100 percent of quota; and $1,500 for sales over 100 percent of quota.

All 1989, 1990 and 1991 Grand Marquis and 1989½ and 1991 Tracer units sold or leased during the program period will count toward the total sales objective, but those cars are not eligible for cash payment per unit.

To give dealers an example of how big the payout could be, L-M described a dealer with an overall sales objective for the program of 100 vehicles. Sales of 17 Grand Marquis and 15 special leases on Cougar, Sable and Topaz would count toward the objective, and sales of 25 Cougars, 20 Topazes and 35 Sables would bring the dealer a $62,000 bonus.

Cars purchased under L-M's special discount plans for employees, retirees and suppliers are ineligible for dealership cash payments.

Wednesday, L-M will give dealers an advance payment representing 50 percent of anticipated earnings at 100 percent of quota.

TRUCK STAFF

FROM PAGE 3

eral newly appointed managers.

- D.J. Honiss, formerly a product planning manager, becomes manager of the current programs planning department.
- E. L. Volker, formerly a Kentucky Truck plant engineering manager, moves to the advanced programs product planning department.
- E.H. Proctor, formerly a product plans manager with heavy truck, becomes manager, heavy truck business and strategy planning.
- Jeffrey Kahn, former heavy truck marketing manager, becomes customer interface manager.

Reporting to Merrifield are four new appointees.

- T.L. Huber, formerly Great Lakes regional sales manager, is the new manager of dealer sales, Ford Heavy Truck.
- T.A. Ryan, formerly national account representative in heavy truck sales, is now manager, marketing program department
- T.J. Gross, formerly manager, company-financed dealership operations department, has become manager, dealer development department.
- J.E. Fink, formerly operations manager, Great Lakes region, was named manager, competitive price assistance department of Heavy Truck Operations.

FORECAST

FROM PAGE 1

Analysts also noted Geo's strong performance, saying Chrysler' retreat from the low end of the market, and the mid-spring debut of Ford's new Escort helped GM's first-half results.

David Healy, analyst with New York-based Barclays de Zoette Wedd, has the grimmest view of the economy, calling the next six months "borderline recession."

"Car sales will be sluggish this year and well into next year until the market works itself out of its saturation," he said.

Imports and transplants will pick up three percentage points in market share this year to 31 from 28, according to Healy.

Michael Luckey, with New York-based Michael Luckey Consulting Group, is more concerned about 1991 than the next six months.

"A potential tax and reduction in government spending representing a reduction of $50 billion in purchasing power could push the economy into a mild recession," he said.

Car and truck inventories appear to be in line with current market demands, according to most analysts.

The only area of contention is the extent of incentives auto companies will roll out in August to close the model year.

"Incentives will continue at a slightly reduced rate but there will be no end-of-season fire sale," says Healy.

Luckey agrees. "There is no need because inventories are in line with demand."

But he said if GM does come out with incentive programs, Ford and Chrysler will follow.

Ford is having a rough year largely because the Tempo, Taurus and Topaz are dated, said Luckey.

"Transplants are the clear winners," said Ann Knight, with New York-based Paine-Webber Inc. "The transplants have more capacity on stream and people love their cars. Honda and Toyota sell everything they can produce in the U.S. They have been increasing market share and that will continue."

Analysts say transplants will gain 3 or 4 percentage points in market share this year.

William Pochiluk, president of Autofacts, Inc. based in Pennsylvania, says light truck sales are buoying the market. "The weakness in the market is the car side not the truck side," he said.

He expects automakers to place more emphasis on retail incentives and less on dealer incentives.

"It's too difficult to track and there is no bang for the buck," he said. "There is a trend away from dealer incentives."

Knight says the market is meeting normal replacement needs and there is no pent-up demand.

ANALYSTS' FORECASTS FOR THE 1990 CALENDAR YEAR

		Total motor sales sales in U.S. (millions)	New-car sales in U.S. (millions)	New-truck sales in U.S. (includes medium & heavy) (millions)	Import car sales (millions)	Import truck sales
Bernard Campbell	original	14.5	9.7	4.8	2.7	500,000
Data Resources	revised	14.4	9.5	4.9	2.7	n/c
Arthur Davis	original	14.75	9.9	4.85	2.7	400,000
Prescott, Ball & Turben	revised	14.6	9.6	5.0	2.65	n/c
Jean Claude Gruet	original	14.4	9.7	4.7	2.7	470,000
UBS Securities	revised	n/c	9.4	5.0	2.6	550,000
David Healy	original	13.7	9.2	4.5	2.45	435,000
Independent	revised	14.2	n/c	5.0	2.6	575,000
Maryann Keller	original	14.2	9.6	4.6	2.8	450,000
Furman Selz Mager Dietz & Birney	revised	14.25	9.5	4.75	2.65	550,000
Jack Kirnan	original	14.2	9.5	4.7	2.8	500,000
Kidder Peabody	revised	14.3	n/c	4.8	2.7	600,000
Ann Knight	original	14.0	9.5	4.5	2.9	500,000
Paine Webber	revised	14.2	9.4	4.8	2.6	n/c
Michael Luckey	original	13.9	9.4	4.5	2.8	500,000
Michael Luckey Consulting Group	revised	14.1	n/c	4.7	2.7	n/c
Wendy Beale Needham	original	14.2	9.5	4.7	2.65	550,000
Smith Barney	revised	n/c	n/c	n/c	n/c	n/c
William Pochiluk	original	14.77	9.69	5.08	2.99	650,000
Autofacts Inc.	revised	14.5	9.58	5.0	2.98	670,000

SALES

FROM PAGE 1

cant increase," said Tom Webb, chief economist for the National Automobile Dealers Association. "Weak underlying demand and a cautious consumer will hold future increases in check."

Car sales for the Big 3 dropped 8.57 percent to 3,038,081 in the first half. Chrysler led the drop with car sales of 403,078, down 17.02 percent from a year ago. Ford's car sales fell 9.60 percent to 980,393. General Motors suffered the least, with 1,654,610 car sales, off 5.59 percent from a year ago.

Sales of cars made by Japanese automakers were up 9.32 percent to 1,322,459 in the first half, mainly because sales of transplants jumped. Sales of Japanese imports were off 9.32 percent, but transplant sales shot up 44.40 percent.

Market share for Japanese cars climbed to 27.32 percent in the first half, compared with 23.75 percent a year ago. Toyota and Honda took the biggest chunks of the gain. Ford and Chrysler saw their car market share slip in the first half. GM's car share edged up two-tenths of a point. European makers held steady with last year at 4.89 percent of the car market.

Industry car sales for June were off 3.54 percent at 856,672 units. Big 3 car sales dropped 7.17 percent to 565,736. Only Japanese nameplates had higher sales in June with 233,731 cars sold, up 8.31 percent from year-ago levels.

In the last 10 days of June, GM's sales of domestically-made vehicles climbed 17.80 percent, cars rose 12.90 percent and trucks jumped 29.87 percent. Ford sales were up 3.37 percent, with higher truck sales more than offsetting a drop in car sales. Chrysler sales were off for both trucks and cars.

OBITUARIES

Charles G. Belisle

TORONTO — Charles G. Belisle, president of Belisle Automobiles Inc., a Chevrolet-Oldsmobile-Cadillac dealership, died June 2. He was 62. Mr. Belisle had been president of the dealership since 1958.

Leon Ray

MIAMI — Leon Ray, founder of the South Florida Auto Show, died April 24. He was 69.

IMPORTED CAR SALES

	June 1990	June 1989	6 Mos., 1990	6 Mos., 1989
Acura	13,617	14,078	71,726	71,060
Alfa Romeo	484	241	1,388	1,706
Aston Martin*	5	5	30	30
Audi	2,567	1,899	11,093	9,312
BMW	5,425	5,841	31,487	34,849
Chevrolet/GEO	12,433	10,138	80,053	57,418
Chrysler	390	515	2,991	3,907
Daihatsu	715	1,205	5,895	6,827
Dodge	2,077	2,776	10,831	20,030
Eagle	1,367	1,613	8,252	14,165
Ferrari*	80	80	480	480
Ford	3,799	4,986	29,550	36,426
Honda	26,080	15,090	124,290	115,780
Hyundai	11,729	15,537	69,873	98,290
Infiniti	1,789	0	9,260	0
Isuzu	345	1,549	1,810	9,593
Jaguar	1,532	1,888	9,450	9,365
Lamborghini*	13	13	78	78
Lexus	5,049	0	28,439	0
Lotus*	27	27	162	162
Maserati*	20	24	120	140
Mazda	13,472	16,690	82,133	90,921
Mercedes-Benz	6,692	7,079	37,307	36,265
Mercury/Merkur	4,239	7,707	12,117	36,913
Mitsubishi	13,371	6,275	65,737	37,536
Nissan	27,427	40,769	167,846	211,079
Peugeot	355	501	2,376	3,067
Plymouth	1,897	2,629	10,382	18,709
Pontiac	4,968	6,160	19,333	26,919
Porsche	844	956	5,131	4,554
Rolls/Bentley*	100	100	600	600
Saab	2,799	2,385	13,249	16,192
Sterling	311	563	2,336	3,351
Subaru	8,526	13,235	49,059	73,723
Suzuki	589	349	3,157	2,809
Toyota	28,536	45,953	185,111	224,722
Volkswagen	14,710	15,063	68,448	70,352
Volvo	8,979	9,695	49,300	53,043
Yugo	533	1,038	3,725	5,305
Total	227,891	254,652	1,274,605	1,405,678

*—Estimate

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	June 1990	Percent Share	June 1989	Percent Share	6 Mos., 1990	Percent Share	6 Mos., 1989	Percent Share
Alfa Romeo	484	0.06	241	0.03	1,388	0.03	1,706	0.03
Aston Martin*	5	0.00	5	0.00	30	0.00	30	0.00
American Honda	86,872	10.14	54,924	6.18	434,257	8.97	379,984	7.46
BMW	5,425	0.63	5,841	0.66	31,487	0.65	34,849	0.68
Buick	46,471	5.42	52,347	5.89	268,973	5.56	279,286	5.48
Cadillac	22,427	2.62	19,028	2.14	135,474	2.80	134,595	2.64
Chevrolet	134,404	15.69	143,147	16.12	744,655	15.38	733,007	14.39
Chrysler	21,378	2.50	17,582	1.98	99,979	2.07	114,020	2.24
Daihatsu	715	0.08	1,205	0.14	5,895	0.12	6,827	0.13
Dodge	28,512	3.33	40,293	4.54	174,374	3.60	242,829	4.77
Eagle	5,072	0.59	6,310	0.71	29,856	0.62	37,454	0.74
Ferrari*	80	0.01	80	0.01	480	0.01	480	0.01
Ford	120,062	14.01	132,591	14.93	700,020	14.46	801,312	15.73
Hyundai	11,729	1.37	15,537	1.75	69,873	1.44	98,290	1.93
Isuzu	345	0.04	1,549	0.17	1,810	0.04	9,593	0.19
Jaguar	1,532	0.18	1,888	0.21	9,450	0.20	9,365	0.18
Lamborghini*	13	0.00	13	0.00	78	0.00	78	0.00
Lincoln	20,608	2.41	20,042	2.26	125,173	2.59	103,982	2.04
Lotus*	27	0.00	27	0.00	162	0.00	162	0.00
Maserati*	20	0.00	24	0.00	120	0.00	140	0.00
Mazda	18,327	2.14	20,205	2.27	117,786	2.43	113,106	2.22
Mercedes	6,692	0.78	7,079	0.80	37,307	0.77	36,265	0.71
Mercury/Merkur	33,202	3.88	41,680	4.69	196,867	4.07	252,497	4.96
Mitsubishi	18,098	2.11	9,085	1.02	93,028	1.92	48,766	0.96
Nissan Motor	38,603	4.51	50,303	5.66	225,666	4.66	261,685	5.14
Oldsmobile	45,804	5.35	50,614	5.70	269,772	5.57	318,371	6.25
Peugeot	355	0.04	501	0.06	2,376	0.05	3,067	0.06
Plymouth	20,661	2.41	25,441	2.86	131,325	2.71	148,247	2.91
Pontiac	67,135	7.84	60,335	6.79	335,122	6.92	371,650	7.30
Porsche	844	0.10	956	0.11	5,131	0.11	4,554	0.09
Rolls/Bentley*	100	0.01	100	0.01	600	0.01	600	0.01
Saab	2,799	0.33	2,385	0.27	13,249	0.27	16,192	0.32
Sterling	311	0.04	563	0.06	2,336	0.05	3,351	0.07
Subaru	10,031	1.17	13,235	1.49	52,005	1.07	73,723	1.45
Suzuki	589	0.07	349	0.04	3,157	0.07	2,809	0.06
Toyota Motor	60,151	7.02	64,941	7.31	388,855	8.03	313,209	6.15
Volvo	8,979	1.05	9,695	1.09	49,300	1.02	53,043	1.04
VWoA	17,277	2.02	16,962	1.91	79,541	1.64	79,664	1.56
Yugo	533	0.06	1,038	0.12	3,725	0.08	5,305	0.10
TOTAL	**856,672**	**100.00**	**888,141**	**100.00**	**4,840,682**	**100.00**	**5,094,093**	**100.00**
TOTAL GM	**316,241**	**36.92**	**325,471**	**36.65**	**1,753,996**	**36.23**	**1,836,909**	**36.06**
TOTAL FORD	**173,872**	**20.30**	**194,313**	**21.88**	**1,022,060**	**21.11**	**1,157,791**	**22.73**
TOTAL CHRYSLER	**75,623**	**8.83**	**69,626**	**10.09**	**435,534**	**9.00**	**542,550**	**10.65**
TOTAL JAPANESE	**233,731**	**27.28**	**215,796**	**24.30**	**1,322,459**	**27.32**	**1,209,702**	**23.75**
TOTAL EUROPEAN	**45,476**	**5.31**	**47,398**	**5.34**	**236,760**	**4.89**	**248,851**	**4.89**
TOTAL KOREAN	**11,729**	**1.37**	**15,537**	**1.75**	**69,873**	**1.44**	**98,290**	**1.93**

*—Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

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PRICES

FROM PAGE 1

All three companies held the line on some models.

As always, it will be difficult for consumers, dealers and other interested parties to determine exactly what the makers do to their 1991 prices. A stack of price books and an infinite amount of time and patience will be required.

The makers will try to diminish the impact of the price increase by comparing 1991 and 1990 models on a "comparably equipped" basis. That means that the price of every speck of new-for-1991 standard equipment will be added to 1990 prices before comparisons are made.

And, as noted, the final 1990 figures will include the summer price hikes; those boosts won't show up as 1991 increases.

Also, some major equipment additions are likely. Anti-lock brake systems, which cost as much as $1,000 as optional equipment, will be standard on more models in 1991.

Some models, like GM's luxury cars, have been restyled, and that will mean a price hike that is termed "product improvement."

Some "1991" models have already had two price increases. In April, Ford decided that its 1990 Ford Crown Victoria and Mercury Grand Marquis should be called 1991 models. There were no changes in the cars, just in the prices. The cars went up $353 at that time and another $61 in June.

Chevrolet Caprice, introduced as 1991 model last January, also has had two rounds of pricing activity well before the beginning of the 1991 model year. So have Chevrolet Camaro and Pontiac Firebird, although most of those changes were minimal.

At the start of the 1990 model year, GM raised prices an average of 3.5 percent, or $525 a car. Ford boosted prices 4.9 percent, or $696; 2.8 percent to cover higher costs and 2.1 percent for the cost of passive restraints. Chrysler advanced prices by about 5 percent, or $700.

The 1990 increases were higher than in recent years because of the addition of federally mandated passive restraints. The cost was more for Chrysler, which installed air bags in all cars built in its U.S. plants, and Ford, which equipped 40 percent of its 1990 cars with air bags. GM installed air bags in only 15 percent of its cars.

Price increases in the 1989 model year ranged from 2.3 percent to 2.9 percent. In 1988, price hikes were less, ranging from 1.3 to 1.9 percent.

BIG 3 PRICE HIKES, SUMMER 1990

CHRYSLER CORP.

CHRYSLER
- LeBaron (except sedan) $60
- LeBaron sedan 70
- New Yorker Salon, Landau 120
- Town & Country 125
- Fifth Avenue, Imperial 160

DODGE
- Shadow, Monaco 0
- Daytona 60
- Spirit, Dynasty 70
- Caravan 118

EAGLE
- Premier, Talon 0

PLYMOUTH
- Sundance, Laser 0
- Acclaim 70
- Voyager 118

FORD MOTOR CO.

FORD
- Festiva, Escort, Probe 0
- Mustang, Tempo 58
- Taurus, Thunderbird, Crown Victoria (1991) 61

MERCURY
- Tracer 0
- Topaz 58
- Sable, Cougar, Grand Marquis (1991) 61

LINCOLN
- Town Car, Continental, Mark VII 123

LIGHT TRUCKS
- Ranger 0
- Others 118-122

GENERAL MOTORS

BUICK
- Electra, Reatta 0
- Skylark, Regal 65
- Century 70
- LeSabre 120
- Riviera 165

CADILLAC
- Allante 0
- Others 165

CHEVROLET
- Geo, Cavalier, Celebrity, Corvette .. 0
- Lumina 65
- Corsica/Beretta, Camaro (1991) .. 70
- Lumina APV 120
- Caprice (1991) 220
- Light trucks ..... 120 to 369

OLDSMOBILE
- Cutlass Supreme (excluding conv.) 65
- Cutlass Calais, Ciera 70
- 88, Custom Cruiser, Silhouette .. 120
- 98, Toronado 165

PONTIAC
- LeMans, Sunbird 0
- Grand Prix 65
- Grand Am, Firebird (1991), 6000 . 70
- Bonneville, Trans Sport 120

MARKET SHARES
Domestic cars

	June Sales	Pct. of Total
Subcompact	109,077	17.35
Compact	168,008	26.72
Intermediate	243,779	38.77
Standard	103,901	16.52
Speciality	4,016	0.64
TOTAL	628,781	100.00

LIGHT-DUTY TRUCK SALES

	June 1990	June 1989	6 Mos. 1990	6 Mos. 1989
Vans	14,843	14,819	80,324	88,044
Aerostar	18,815	17,894	97,516	101,365
Club Wagon	2,126	2,756	11,766	14,195
Ranger	24,764	21,900	144,674	137,680
Bronco	3,866	4,552	28,632	30,392
Bronco II/Explorer	18,369	8,218	68,188	53,345
Pickups	48,020	51,559	294,317	305,624
Ford	**130,803**	**121,698**	**725,417**	**730,645**
Vans	10,103	11,100	55,544	57,674
Sportsvan	1,009	1,107	5,084	5,795
Geo Tracker	3,268	770	16,950	4,471
Astro	11,400	13,189	67,238	70,033
Lumina APV	6,279	0	32,199	0
S-10	19,633	18,191	95,457	114,665
S-10 Blazer	14,093	14,079	74,279	85,554
Blazer	1,281	1,652	9,594	11,256
Suburban	4,676	5,650	30,801	32,006
Pickups	41,655	45,590	269,777	274,400
Chevrolet	**113,397**	**111,328**	**656,923**	**655,854**
Pontiac Trans Sport	2,901	0	15,623	0
Olds Silhouette	2,390	0	11,459	0
Vans	5,494	7,741	30,922	40,267
Ram Wagon	2,623	2,648	13,503	14,079
Voyager	15,840	18,206	94,563	98,331
Caravan	18,858	18,520	107,887	106,619
Caravan C/V	1,414	1,854	7,725	8,249
Town & Country	225	0	1,545	0
Ram 50	795	2,568	6,763	15,702
Raider	240	1,017	1,092	3,828
Ramcharger	989	1,512	5,925	11,125
Dakota	6,330	7,001	41,782	47,619
Pickups	8,473	7,157	51,519	46,067
Chrysler	**61,281**	**68,224**	**363,226**	**391,886**
Vans	3,362	3,775	19,523	21,207
Safari	3,427	2,576	17,304	16,150
S-15	3,787	3,689	21,469	25,666
S-15 Jimmy	3,101	2,955	18,159	20,795
Jimmy	245	417	2,795	3,217
Suburban	2,034	1,734	12,651	11,292
Pickups	11,558	12,544	75,064	77,901
P Model	232	297	1,404	1,991
W-4	62	73	621	688
GMC	**27,808**	**28,060**	**168,990**	**178,912**
Wrangler	5,317	5,470	27,122	26,908
Wagoneer	267	520	1,777	3,341
Cherokee	10,512	16,195	63,328	76,678
Grand Wagoneer	556	891	3,297	5,357
Comanche	968	2,195	7,668	13,984
Jeep	**17,620**	**25,271**	**103,192**	**126,268**
Daihatsu	**546**	**0**	**2,383**	**0**
Isuzu*	**12,058**	**6,917**	**54,864**	**44,584**
Mazda	**14,049**	**9,951**	**64,889**	**67,967**
Mitsubishi	**4,073**	**2,583**	**22,010**	**20,831**
Nissan*	**14,209**	**13,861**	**87,561**	**81,616**
Range Rover	**358**	**404**	**2,074**	**2,304**
Suzuki*	**1,254**	**1,833**	**8,281**	**13,152**
Toyota	**23,411**	**23,009**	**132,491**	**126,256**
Volkswagen	**728**	**673**	**3,657**	**2,739**
Imports	**45,285**	**57,795**	**378,190**	**359,521**
Industry Total	**401,485**	**412,378**	**2,423,820**	**2,443,986**

*—Includes domestic vehicles

Compiled by Karen Dellorusso

DOMESTIC CAR SALES

	June 21, to June 30, 1990	Same Period, 1989	June 1990	Same Month, 1989	Jan. 1 to June 30, 1990	Same Period, 1989
Talon	1,120	0	2,874	0	14,580	0
Premier	333	2,052	831	4,697	7,024	23,289
Total Eagle	**1,453**	**2,052**	**3,705**	**4,697**	**21,604**	**23,289**
Horizon	271	1,093	666	2,525	9,764	15,932
Laser	1,254	883	3,294	2,203	24,312	8,818
Sundance	1,736	2,021	4,507	5,554	30,220	40,058
Reliant	0	972	297	3,059	2,371	19,477
Acclaim	3,426	3,484	10,000	9,471	54,276	43,077
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,687**	**8,453**	**18,764**	**22,812**	**120,943**	**129,538**
LeBaron A	1,487	0	4,433	0	15,497	787
LeBaron J	1,822	2,856	5,618	8,676	31,629	47,980
LeBaron GTS	0	129	429	332	1,544	2,721
Fifth Avenue (rwd)	0	393	120	994	740	7,765
Fifth Avenue (fwd)	1,073	0	2,783	0	17,691	0
Imperial	505	0	957	0	6,216	0
New Yorker C	3,036	2,270	6,648	7,065	23,671	50,623
New Yorker E	0	0	0	0	0	237
Total Chrysler	**7,923**	**5,648**	**20,988**	**17,067**	**96,988**	**110,113**
Omni	247	1,081	606	2,704	9,700	16,281
Shadow	2,051	2,102	5,004	5,621	34,517	39,835
Monaco	755	0	1,316	0	2,736	0
Daytona	1,122	2,400	2,769	6,564	18,554	39,395
Aries	0	1,287	279	3,574	1,915	19,728
Lancer	0	103	268	259	1,081	1,755
Spirit	2,176	2,764	6,840	8,534	45,607	37,451
Diplomat	0	0	0	0	0	2,551
Dynasty	3,424	3,239	9,353	10,261	49,433	64,995
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,775**	**12,976**	**26,435**	**37,517**	**163,543**	**222,799**
CHRYSLER MOTORS	**25,838**	**29,129**	**69,892**	**82,093**	**403,078**	**485,739**
Escort	9,269	11,787	26,305	29,350	142,385	174,382
Mustang	4,589	5,562	11,859	15,870	64,784	97,780
Tempo	6,361	7,088	17,961	19,522	118,027	119,434
Taurus	9,954	10,738	27,534	30,901	167,007	185,440
Thunderbird	3,443	3,345	8,493	8,990	56,497	62,882
Probe	5,937	5,395	13,080	13,713	63,916	70,646
Crown Victoria	4,846	3,460	11,031	9,259	57,854	54,322
Total Ford Div.	**44,399**	**47,375**	**116,263**	**127,605**	**670,470**	**764,886**
Topaz	2,210	2,611	6,177	7,586	40,265	47,498
Sable	3,172	3,399	7,172	10,558	48,906	61,176
Cougar	2,811	2,875	6,790	7,480	42,570	52,718
Grand Marquis	3,683	3,077	8,824	8,349	43,706	54,192
Total Mercury	**11,876**	**11,962**	**28,963**	**33,973**	**184,750**	**215,584**
Continental	1,876	2,422	4,654	5,270	32,190	29,453
Town Car	5,784	4,211	14,398	11,857	80,055	59,060
Mark VII	650	1,166	1,556	2,915	12,928	15,469
Total Lincoln	**8,310**	**7,799**	**20,608**	**20,042**	**125,173**	**103,982**
Total L-M Div.	**20,186**	**19,761**	**49,571**	**54,015**	**309,923**	**319,566**
FORD MOTOR CO.	**64,585**	**67,136**	**165,834**	**181,620**	**980,393**	**1,084,452**
Skyhawk	7	707	78	1,914	709	10,967
Somerset/Skylark	5,251	3,632	9,764	8,842	53,640	36,598
Century	3,795	3,387	8,699	8,948	58,495	67,923
Regal	3,989	3,651	9,014	8,216	37,140	42,637
LeSabre	5,954	6,184	13,467	15,206	80,184	66,963
Reatta	234	375	520	861	3,443	4,215
Electra/Park Ave.	1,503	2,916	3,037	6,791	24,715	39,683
Riviera	800	637	1,892	1,569	10,647	10,300
Total Buick	**21,533**	**21,489**	**46,471**	**52,347**	**268,973**	**279,286**
Cimarron	0	0	0	3	0	232
Allante	161	162	379	269	1,660	1,667
Seville	1,802	916	5,439	3,188	21,642	13,895
DeVille	5,837	4,369	12,731	9,486	83,905	82,855
Brougham	682	1,498	1,735	3,110	15,690	18,734
Eldorado	743	1,304	2,143	2,972	12,577	17,212
Total Cadillac	**9,225**	**8,249**	**22,427**	**19,028**	**135,474**	**134,595**
Geo Metro	1,552	0	3,665	0	10,791	0
Geo Prizm/Nova	3,854	3,056	11,633	8,727	56,774	34,415
Cavalier	9,172	9,360	22,806	27,944	151,232	154,656
Camaro	3,660	3,307	8,906	10,789	41,973	60,057
Celebrity	2,143	4,979	5,313	18,747	18,724	112,148
Corsica/Beretta	9,974	12,872	28,959	38,363	162,247	199,228
Lumina/Monte Carlo	7,788	3,442	21,007	11,413	120,179	23,593
Caprice	6,327	4,693	16,565	15,157	89,819	81,317
Corvette	1,278	614	3,117	1,869	12,863	10,175
Total Chevrolet	**45,748**	**42,323**	**121,971**	**133,009**	**664,602**	**675,589**
Firenza	0	0	0	0	0	12
Calais	3,729	2,884	9,783	7,862	53,529	48,030
Cutlass Ciera	5,887	6,479	15,536	16,499	75,937	103,397
Cutlass Supreme	2,835	2,838	6,433	7,878	56,658	50,936
88	3,904	4,347	7,754	12,077	50,190	74,909
98	2,018	2,053	4,558	5,691	25,526	37,066
Toronado	1,019	299	1,740	607	7,932	4,021
Total Oldsmobile	**19,392**	**18,900**	**45,804**	**50,614**	**269,772**	**318,371**
Fiero	0	0	0	0	0	1,961
Sunbird	6,340	3,016	11,817	8,333	56,536	50,588
Firebird	1,733	2,065	4,431	5,950	21,426	34,895
Grand Am	10,717	6,853	23,756	18,436	114,362	104,966
Pontiac 6000	1,870	2,296	4,060	5,983	26,420	38,418
Grand Prix	5,511	2,329	12,162	7,500	62,515	63,903
Bonneville H	2,580	2,713	5,941	7,480	34,530	47,538
Safari/Parisienne	0	171	0	493	0	2,462
Total Pontiac	**28,751**	**19,443**	**82,167**	**54,175**	**315,789**	**344,731**
GENERAL MOTORS	**124,849**	**110,484**	**298,849**	**309,173**	**1,654,816**	**1,752,572**
Civic	12,574	6,068	22,228	12,874	102,990	87,301
Accord	14,267	5,700	24,947	12,882	135,251	105,843
HONDA	**26,841**	**11,768**	**47,175**	**25,756**	**238,241**	**193,144**
MX-6	930	1,833	1,825	3,515	16,777	22,185
626	1,635	0	3,030	0	18,876	0
MAZDA	**2,565**	**1,833**	**4,855**	**3,515**	**35,653**	**22,185**
MITSUBISHI	**2,055**	**1,101**	**4,727**	**2,818**	**27,291**	**11,230**
NISSAN	**4,708**	**5,574**	**9,287**	**9,534**	**48,580**	**50,886**
TOYOTA	**14,788**	**11,467**	**28,566**	**18,988**	**175,305**	**89,467**
SUBARU	**1,038**	**0**	**1,885**	**0**	**2,946**	**0**
DOMESTIC TOTAL	**267,067**	**238,712**	**628,781**	**633,499**	**3,566,077**	**3,688,415**
IMPORT TOTAL			**227,891**	**254,852**	**1,274,605**	**1,405,678**
INDUSTRY TOTAL			**856,672**	**888,141**	**4,840,682**	**5,094,093**

PRODUCTION

Car output dips in June, quarter, half

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

Auto production in the United States trailed the year-ago total for June, the second quarter and the first half.

U.S. automakers in June assembled 612,126 cars, 1.35 percent below the prior month and 0.13 percent below the year-ago month.

Car production during the second quarter of 1990 totaled 1,741,896 units, 18.15 percent above 1990's first quarter production, but 9.81 percent below 1989's second quarter.

First-half car output totaled 3,206,750, down 16.29 percent from 1989.

Domestic truck producers built 396,756 units in June, 2.70 percent below the prior month, but 4.20 percent above the year-ago month.

Truck assembly in the second quarter was 1,142,812 units, 55.31 percent above the first quarter and 0.13 percent above 1989's second quarter.

In the first half of this year, 2,099,045 trucks were assembled, down 8.72 percent from last year.

With 14 plants down for model change, vacation or inventory adjustment last week, automakers scheduled production of 70,429 cars, 49.53 percent below the prior week, but 72.09 percent above the year-ago week.

Truckmakers scheduled 38,066 units last week, 57.40 percent below the previous week, but 22.90 percent above the year-ago week.

GM will close its Willow Run, Mich., facility for two weeks to add specially equipped police and taxi fleet vehicles to that plant. Also, the Van Nuys, Calif., Firebird-Camaro plant will be down two weeks to adjust inventories.

Ford Motor plants return from vacation July 16, but the Dearborn, Mich., plant will be down an extra week because of a lack of dealer orders for Mustang.

12-year peak for Canada cars

Canadian auto producers assembled 106,130 units in June, the highest for that month since 1978 when 117,848 cars were produced. June production rose 1.12 percent above the prior month and 15.79 percent above the year-ago month.

Because of vacations at Ford Motor and changeover downtime at Chrysler Corp., scheduled car production of 12,654 units last week fell 62.47 percent below the previous week. It was 48.87 percent above the year-ago week.

Canadian truck production in June totaled 82,245 units, 4.37 percent below the prior month and 7.62 percent below last year.

Last week's estimated truck production of 8,200 fell 62.42 percent below the previous week and 31.20 percent below the year-ago week.

An attempt by independent Canadian truckers to block the tunnel and bridge that connect Detroit and Windsor, Ontario, fizzled out last week because of lack of participation. Assembly operations in the United States and Canada were not affected.

U.S. CAR	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Horizon	0	900	0	0	4,327	11,527
Sundance	1,300	1,964	2,238	9,669	43,576	62,461
Acclaim	1,800	1,860	2,855	14,336	55,742	67,933
Total Plymouth	3,100	4,724	5,093	24,005	103,645	141,921
LeBaron A	0	0	0	17	8,064	0
LeBaron J	1,000	0	1,454	6,014	26,925	55,273
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	800	0	1,559	7,332	24,374	57,245
Fifth Avenue	500	0	939	0	10,022	0
Imperial	100	0	210	5,236	16,650	0
Total Chrysler	2,400	0	4,162	18,599	86,035	115,464
Omni	0	980	0	0	4,078	12,637
Daytona	600	0	947	3,967	17,830	46,536
Shadow	1,700	1,719	2,537	11,885	51,003	59,283
Dynasty	1,800	0	2,613	12,143	63,509	83,075
Lancer	0	0	0	0	0	1,528
Spirit	1,600	1,124	2,105	10,691	51,946	58,380
Total Dodge	5,700	3,823	8,202	38,686	188,366	261,439
CHRYSLER MOTORS	11,200	8,547	17,457	81,290	378,046	518,824
Escort	0	0	5,360	20,119	107,890	167,939
Mustang	0	0	3,447	15,198	77,839	118,201
Tempo	0	0	3,029	13,397	71,767	81,050
Taurus	0	0	7,701	32,981	188,838	205,368
Thunderbird	0	0	3,790	13,051	63,234	88,521
Total Ford Div.	0	0	23,327	94,746	509,568	661,079
Topaz	0	0	1,371	5,088	27,026	37,358
Cougar	0	0	1,800	10,177	42,211	74,275
Sable	0	0	2,979	11,166	56,432	66,521
Total Mercury	0	0	6,150	26,431	125,669	178,154
Continental	0	0	1,512	6,384	31,032	37,487
Mark VII	0	0	182	1,792	12,540	13,221
Town Car	0	0	3,039	12,752	83,864	69,805
Total Lincoln	0	0	4,733	20,928	127,436	120,513
Total L-M Div.	0	0	10,883	47,359	253,105	298,667
FORD MOTOR CO.	0	0	34,210	142,105	762,673	959,746
Skyhawk	0	0	0	0	0	6,857
Skylark/Somerset	1,552	1,303	2,000	9,404	48,251	31,082
Century	1,250	2,250	1,688	7,024	36,942	65,064
Riviera	385	0	488	2,211	12,645	11,348
Electra	1,338	0	738	3,189	18,404	43,168
LeSabre (fwd)	2,713	2,297	3,448	16,426	90,251	80,857
LeSabre (rwd)	0	33	0	491	4,022	8,056
Reatta	168	0	211	887	4,864	3,140
Total Buick	7,406	5,883	8,573	39,632	215,379	249,572
Eldorado	377	0	472	2,143	11,801	19,104
Seville	908	0	1,140	5,135	21,695	13,996
Brougham (rwd)	0	920	0	71	13,148	20,506
DeVille (fwd)	2,844	0	3,780	16,645	92,390	112,872
Allante	0	60	87	374	2,516	1,663
Total Cadillac	4,129	980	5,479	24,368	141,550	168,141
Cavalier	6,763	3,536	8,067	36,375	179,085	201,315
Camaro	1,392	0	2,092	8,679	36,648	66,234
Celebrity	0	1,727	0	0	0	68,492
Corsica/Beretta	4,752	3,657	6,089	26,136	150,608	221,175
Caprice	4,692	2,835	5,847	23,935	140,099	105,346
Corvette	454	448	555	2,302	12,936	13,719
Total Chevrolet	18,053	12,203	22,650	97,427	519,376	676,281
Calais	1,967	1,618	2,516	11,769	54,664	51,689
Cutlass Ciera	1,560	1,557	1,967	8,278	43,096	45,359
Cutlass Supreme	1,558	0	2,086	8,400	45,564	51,125
Toronado	205	0	262	1,146	9,247	4,845
88 (fwd)	2,237	636	3,245	12,673	57,256	84,277
88 (rwd)	0	221	0	0	1,214	4,515
98	1,380	0	1,420	6,267	31,762	41,799
Total Oldsmobile	8,907	4,032	11,496	48,533	242,803	263,609
Sunbird	3,100	0	3,666	16,928	83,058	80,609
Grand Am	3,840	3,923	5,227	23,050	109,590	129,662
Firebird	882	0	1,330	5,590	22,868	36,145
Grand Prix	2,586	0	3,541	13,850	62,909	69,565
Pontiac 6000	1,170	742	1,434	6,078	32,133	42,292
Bonneville	1,311	0	2,141	8,184	44,301	51,986
Safari/Parisienne	0	0	0	0	0	2,690
Total Pontiac	12,889	4,665	17,339	73,680	354,859	412,949
GENERAL MOTORS	51,384	27,763	65,537	283,640	1,473,967	1,790,552
DIAMOND-STAR	0	0	2,894	11,896	64,811	26,493
HONDA	0	0	8,791	35,631	222,253	198,219
Civic	0	0	2,130	9,421	61,602	67,395
Accord	0	0	6,661	26,210	160,651	130,824
MAZDA	407	0	0	12,000	87,340	119,630
NISSAN	1,178	0	1,590	6,727	51,212	61,637
NUMMI	4,100	2,542	4,157	18,388	110,315	103,286
Corolla	2,025	1,016	2,028	8,929	55,284	41,838
Geo Prizm/Nova	2,075	1,526	2,129	9,459	55,031	61,648
SUBARU-ISUZU	400	2,073	500	1,967	13,325	0
TOYOTA	1,760	0	4,405	18,482	113,237	58,798
Total Cars, U.S.	70,429	40,925	139,541	612,126	3,277,179	3,837,185
Total Cars, Canada	12,654	8,500	33,716	106,130	555,687	520,678
U.S., Canada Cars	83,083	49,425	173,257	718,256	3,832,866	4,357,863
U.S., Canada Cars and Trucks	129,349	92,316	284,430	1,199,257	6,452,781	7,177,953

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Monaco	227	0	0	0	5,376	0
Premier	824	0	0	0	4,015	22,380
CHRYSLER MOTORS	1,051	0	0	0	9,391	22,380
Tempo	0	0	6,953	14,024	69,481	72,675
Topaz	0	0	2,356	4,964	25,040	30,780
Crown Victoria	0	0	5,813	11,529	64,122	68,788
Grand Marquis	0	0	3,453	8,163	56,568	74,384
FORD MOTOR CO.	0	0	18,575	38,680	215,211	246,627
Celebrity	1,044	791	949	4,831	17,216	11,648
Cutlass Ciera	2,205	1,805	2,265	9,830	46,850	83,951
Lumina	4,032	4,181	4,880	22,292	118,569	62,576
Regal	2,368	1,203	2,895	13,110	47,268	40,222
GENERAL MOTORS	9,649	7,980	10,989	50,063	229,903	198,397
HONDA	0	0	2,150	8,930	53,814	42,503
HYUNDAI	610	0	580	2,238	10,477	0
TOYOTA	1,200	376	1,242	5,465	32,178	6,268
VOLVO	144	144	180	754	4,713	4,503
Total Cars, Canada	12,654	8,500	33,716	106,130	555,687	520,678

U.S. TRUCK	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Caravan	1,600	1,639	2,491	10,647	60,851	58,093
Dakota	0	0	0	5,518	37,664	55,031
Caravan C/V	100	6	177	801	3,909	4,553
Ram pickups	0	0	0	8,342	55,682	55,132
Total Dodge	1,700	1,645	2,668	25,308	158,106	172,809
Cherokee	0	0	4,276	17,244	90,190	121,944
Comanche	0	0	176	840	4,241	16,714
Grand Wagoneer	0	0	385	1,359	3,770	6,853
Wagoneer	0	0	5	454	2,185	4,394
Total Jeep	0	0	4,842	19,897	100,386	149,905
Voyager	1,400	1,515	2,218	9,290	57,283	55,045
Town & Country	50	137	82	458	1,998	1,402
Total C-P Div.	1,450	1,652	2,300	9,748	59,281	56,447
CHRYSLER MOTORS	3,150	3,297	9,810	54,953	317,773	379,161
Aerostar	0	0	4,610	21,530	107,019	127,802
Bronco	0	0	1,266	5,216	28,342	42,934
Bronco II	0	0	5,727	26,202	88,084	69,814
Econoline	0	0	4,435	19,273	103,662	129,042
Mediums/Heavies	0	0	1,221	5,712	28,441	35,273
Light trucks	0	0	10,698	45,423	241,272	292,394
Ranger	0	0	5,888	26,566	153,522	183,150
Total Ford Div.	0	0	33,845	149,922	750,342	878,409
FORD MOTOR CO.	0	0	33,845	149,922	750,342	878,409
Astro	2,231	2,371	2,775	11,766	63,395	87,320
Blazer	309	253	391	1,566	9,295	14,820
Lumina APV	1,602	0	2,106	8,747	52,720	0
Mediums/Heavies	302	200	372	640	4,085	1,312
P-Model	473	562	628	2,595	13,773	18,746
Pickups	6,048	6,008	4,840	41,806	218,695	207,658
S-10	3,722	4,106	5,070	21,231	124,512	140,337
S-10 Blazer	3,039	3,178	4,346	5,171	43,841	100,432
Sportsvan/Van	1,434	1,477	1,779	7,363	38,050	50,663
Suburban	1,208	735	1,595	6,210	36,293	41,414
Total Chevrolet	20,368	18,890	23,902	107,095	604,659	662,702
Jimmy	71	72	111	471	2,934	4,457
Mediums/Heavies	434	575	708	719	4,300	1,496
P-Model	87	132	82	273	1,659	2,487
Pickups	1,855	2,312	5,078	18,630	81,933	62,347
S-15	951	826	968	4,247	29,242	32,896
S-15 Jimmy	1,143	810	1,190	2,787	15,287	28,571
Safari	777	596	1,259	5,424	23,555	22,497
Suburban	692	235	908	3,902	17,890	16,415
Vandura/Rally Vans	536	467	770	2,990	13,888	13,810
Total GMC	6,546	6,025	11,074	39,443	190,688	184,976
Olds Silhouette	956	0	1,206	4,889	19,956	0
Pontiac Trans Sport	840	0	1,087	4,450	28,811	0
GENERAL MOTORS	28,710	24,915	37,269	155,877	844,114	847,678
NAVISTAR	0	0	1,284	6,404	39,919	45,166
NISSAN	2,284	0	3,235	13,907	81,350	65,288
SUBARU-ISUZU	472	0	462	1,893	13,223	0
AM GENERAL*	450	360	450	1,800	11,790	11,430
MISCELLANEOUS*	3,000	2,400	3,000	12,000	78,600	71,600
Total Trucks, U.S.	38,066	30,972	89,355	396,756	2,137,111	2,298,732

CANADIAN TRUCK	Week Ended July 7, 1990	Week Ended July 8, 1989	Week Ended June 30, 1990	June Total	Jan. 1 to July 7, 1990	Jan. 1 to July 8, 1989
Caravan	0	2,020	2,844	13,656	82,709	77,600
Caravan C/V	0	145	0	2	5,610	6,901
Ram Wagon	448	428	624	3,005	14,213	15,162
Ram Van	1,088	857	1,301	6,671	33,766	39,005
Total Dodge	1,536	3,450	4,769	23,334	136,298	138,668
Voyager	0	1,773	2,063	10,005	65,751	69,417
Total Plymouth	0	1,773	2,063	10,005	65,751	69,417
Wrangler	1,200	1,500	1,036	6,307	31,297	44,245
Total Jeep	1,200	1,500	1,036	6,307	31,297	44,245
CHRYSLER MOTORS	2,736	6,723	7,868	39,646	233,346	252,330
FORD MTR (lt. trks.)	0	0	6,760	14,480	77,241	89,577
Light trucks	2,768	2,964	2,829	14,444	90,693	83,388
Vans	1,080	991	1,480	5,930	27,824	34,494
Total Chevrolet	3,848	3,955	4,309	20,374	118,317	117,882
Light trucks	1,136	711	2,191	7,012	36,647	38,077
Vans	480	530	484	2,026	11,977	10,912
Total GMC	1,616	1,241	2,655	9,038	48,624	54,989
GENERAL MOTORS	5,464	5,196	6,964	29,412	166,941	172,871
NAVISTAR	0	0	226	707	5,276	6,580
Total Trks., Canada	8,200	11,919	21,818	84,245	482,804	521,358
U.S., Canada Trks.	46,266	42,891	111,173	481,001	2,619,915	2,820,090

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.